



Credit Union vs. Big Bank

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Discover why so many in the San Francisco East Bay area are choosing to bank with [local credit unions](#) like 1st United Credit Union over larger [financial institutions](#).

When it comes down to deciding whom to trust with their money, many people struggle with the choice between a larger bank or their local credit union. Both options allow customers to access checking and savings accounts, loans, certificates, credit cards, and mortgages. However, there are some key differences in banks and credit union that may make the difference in where people choose to bank.

How this Local, San Francisco East Bay Area Credit Union Differs from a Large Bank

In the wake of recent big-bank debacles, many in the San Francisco East Bay community have found themselves looking for an alternative. 1st United Credit Union differs from larger financial institutions in 6 key ways.

1. They Are Not-For-Profit

Credit Unions like 1st United are non-for-profit cooperatives with the goal to best serve their members, not their profits. They invest their profits from various products and services back into the business instead of paying shareholder dividends.

2. Members are Owners

Those who choose to bank with a credit union become actual members of their financial institution, are given a vote, and have the opportunity to sit on the board of directors.

3. Members Receive Better Rates & Fees

With lower operating expenses, credit unions can offer lower fees and loan rates while increasing savings rates.

4. They are a CO-OP

Members of credit unions can withdraw cash at various locations and make a deposit thanks to an expanded network of ATM access.

5. They Help their Community

Local Credit Unions are passionate about supporting their communities through volunteerism, charitable giving, and financial education.

6. Members are Protected

Member of 1st United can rest easy knowing their financial institution is federally insured by the National Credit Union Association up to \$250,000.

About 1st United Credit Union

1st United Credit Union offers membership to anyone who lives, works, or attends school in Alameda, Contra Costa, San Joaquin, Solano, Stanislaus, or Kings counties in California. They offer a local, approachable, down-to-earth financial institution for those looking for more personal one-on-one service. 1st United offers a variety of [banking services](#) and products as well as a fast, tech-savvy experience.

Contact 1st United Credit Union

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